

## AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning on page 5, lines 16 through 18.

FIGURE 6 is the dynamic array of FIGURE [[6]] 5 illustrating the replacing of array elements with actual display opportunities encountered during the advertisement media campaign in accordance with the present invention;

Amend the paragraph beginning on page 13, lines 7 through 14.

At the beginning of an advertisement media campaign, each array element is populated with an estimated number of page views for the respective time period. As the advertisement campaign progresses, the advertisement engine 88 replaces the ~~predicated~~ predicted number of page views with the actual number of page views encountered. Accordingly, the number of page views in the advertisement media campaign dynamically varies with the updating of the array elements. In an actual embodiment, the array elements may be updated as the data collection for each array element is complete, or multiple array elements may be updated at specific intervals.